



July 2002

Opportunities...

The Greater Soldotna Chamber of Commerce has vendor spaces available for it's Progress Days Celebration which will be held on Saturday, July 27th. Call 262-9814 for more information.

City of Saxman is looking for consignment items of a native theme for new Co-op store...items do not have to be native crafted. Contact P. T. Williams at 225-4166 or Email him at saxcity@ptialaska.net.

Anchorage September conference will have Made In Alaska tables See page 2.

Sitka Trade Market 2002...see details on back page.

Made In Alaska has a good inventory of our point of sale items, decals, posters, table tents, signs. FREE for the asking. Won't sell a thing sitting on our shelves...put them to work for you! See page 3.

New Business?
Check out DCED's new "HOW TO START A BUSINESS IN ALASKA" website.
<http://www.dced.state.ak.us/cbd/smallbus/home.htm#>

ALASKA BLACK DIAMOND

Made In Alaska's 2001 Manufacturer of the Year

Made In Alaska

Manufacturers of The Year

2001 Alaska Black Diamond

2000 Fenton Woods

1999 Alaska Mint

1998 Cameron Birch Syrups & Confections

1997 Alaska Canine Cookies

1996 Sunrise Bakery

1995 Great Alaska Bowl Company

1994 Alaska Wild Berry Products

1993 Marion Boat Works

1992 Alaskan Brewing Company

1991 Tesoro Alaskan Petroleum



Patrick Moore and Teddy Brown, owners of Alaska Black Diamond, receive 2002 Made In Alaska Manufacturer of the Year award from Bill Webb, Made In Alaska Program Manager. Formal award was made at the Ketchikan Chamber of Commerce luncheon on May 22nd at the Dockside Diner.

To the right is one of Alaska Black Diamond's exquisite totems carved of yellow cedar. Totems and plaques are made in many sizes and designs and carved from local beach-found yellow and red cedar.

Made In Alaska 2001 Manufacturer of the year award, shown below, was crafted by Fairbanks based Great Alaska Bowl Company, Manufacturer of the Year in 1995. Fenton Woods, Manufacturer of the Year in 2000, and their marketing partner, Kindred Spirits, donated one of their new pocket size Poop Moose in recognition of Alaska Black Diamond's achievement.



All Made In Alaska's permit holders and staff send their best wishes and congratulations to Patrick, Teddy and their staff for their innovation, 10+ years of hard work and the uniqueness of their manufacturing processes and product's designs that have led in the building of Alaska Black Diamond into the fine Alaskan company that it is today.



OPPORTUNITY?

SEPTEMBER CONFERENCE SEEKS MADE IN ALASKA VENDORS

Anchorage will be host for the Annual Meeting of the West Coast — Russian Far East Working Group on September 17, 18 & 19 (Tue, Wed, Thu) to be held at the Anchorage Sheraton Hotel. Expected attendance at the conference is 200—300 from Russia, the Lower 48 States and Alaska. This meeting rotates each year between Russia and West coast states, Washington, Oregon, California and Alaska. We last hosted the group in 1996.

The Sheraton will also be host to The Alaska Energy Summit on September 16, 17 & 18 (Mon, Tue, Wed). Anticipated attendance is 100—150 people. The two meetings will overlap on Tuesday & Wednesday.

The conference organizers are working with Made In Alaska and others to make sure the conference represents Alaska. They have asked for permit holder's participation in the following:

1. Made In Alaska will have 20 skirted tables available each day in the Atrium area of the Sheraton on the second floor. Our plan is to rent the tables to different permit holders each day to sell their products to conference attendees. Booth rental will be \$40 per table per day. Tables will be assigned and selected on a first come first served basis. No food for consumption on premises will be allowed, foods to go are encouraged, i.e. jams, boxed candies, etc. Vendors must be set-up by 8 AM and closed by 5 PM on their assigned day. Vendors can donate a door prize (minimum value \$25 retail) to be given away at the first session each day...on the day the vendor is participating...with encouragement to conference participants to visit the booths and buy more Made In Alaska items.
2. The Russian Far East group will purchase "gift" items for each of their participants. They will order 200 — 300 of each selected item and have requested ideas and samples from Made In Alaska

permit holders who could meet this size order with 3-4 weeks' notice. Submit your ideas and a sample to the Made In Alaska office NO LATER THAN TUESDAY JULY 23RD. Clearly indicate if you want the sample (s) to be returned. The budget and sponsorship for these items is not finalized and the conference organizers are very open to innovative and unique items for gifts in a wide price range.

If this effort works for our permit holders, Made In Alaska will try to make similar arrangements with other major conferences that come to our state in an effort to expand retail opportunities for permit holders and provide a truly unique Alaska touch for our visitors and residents.

First come...first served. Sign-up today!

Yes...sign us up for a table at the West Coast — Russia Far East Conference. My check for \$40 made out to **State of Alaska** is enclosed.

Name _____

Company _____

Permit # _____ Phone _____

Items to be sold (all must be Made In Alaska permitted and marked with logo).

Circle 1st choice of day:

9/17 Tue 9/18 Wed 9/19 Thu

Circle 2nd choice of day: Tue Wed Thu

Return to: Made In Alaska
Post Office Box 102440
Anchorage, AK 99510-2440

Made In Alaska

Bill Webb, Program Manager/Agent

Leeann Brewster, Program Administrator

825 West 8th Avenue, Suite 203 (Office)

Post Office Box 102440 (Mailing)

Anchorage, Alaska 99510-2440

Phone (907) 272-5634 Fax (907) 272-5635

E-mail: madeinalaska@anchoragemarkets.com

Web site: <http://www.madeinalaska.org/mia>

Permit Holders & Products List A Big Hit!

Made In Alaska's first official "Permit Holders and Products List" was published and distributed during the month of June. About 15,000 were bulk mailed throughout the state and more were sent via case lots to Chambers of Commerce and other organizations in Alaska. The reaction from permit holders and other residents has been great. Many calls to office have requested additional copies be mailed to friends and co-workers.

We still have some books available for special distribution. Call the office if you have suggestions as to how we can best put these books to work for you.



F R E E



Point of Sale Items, Posters and Decal-

Made In Alaska has a large quantity of point of sale merchandising items and decals available to permit holders and retailers of all types...just for the asking.

These items spruce up your in store or booth displays and bring positive attention to your Made In Alaska certified items. All permit holders benefit when you spread the good word...

“Look for the Label”

Company _____

Address _____

City/Zip _____

Number	Item—Send to Made In Alaska, P.O. Box
	Decal — 6” x 6” Doors, Displays
	Decal — 10” x 10” Trucks, Doors
	Look for the Label Table Tents 3” x 5” folded
	Look for the Label Posters 8” x 10”
	Another Alaskan Product Tent 2” x 3” folded
	Another Alaskan Product Flat 3” x 4
	Another Alaskan Product Flat 4” x 9”

Why not include some in each case shipped wholesale?



Made In Alaska

Label Order Form

Return this form to: Made In Alaska

P.O. Box 102440, Anchorage, AK 99510-2440

Permit # _____

Name: _____

Address: _____

City/Zip: _____

Make Checks Payable to: State of Alaska

Roll Labels (Stickers)	# of Rolls or Bags	Cost per Roll 1,000 or Bag 50	Amount Due \$
Black & White - Large		\$15.00	
Gold & Black - Large		\$15.00	
Silver & Black - Large		\$15.00	
Black & White - Small		\$12.50	
Gold & Black - Small		\$12.50	
Silver & Black - Small		\$12.50	

Woven Cloth Labels sold 50 per bag

Black		\$12.50	
Red		\$12.50	
Royal Blue		\$12.50	
Navy Blue		\$12.50	
Light Blue		\$12.50	
Light Pink		\$12.50	
Dark Pink		\$12.50	
Purple		\$12.50	
Yellow		\$12.50	
Forest Green		\$12.50	

Total Amount due with order \$ _____

Welcome New Permit Holders

Mud Slingers Ceramics

Barbara DeShong
Kenai 776-5601
bdshong@gci.net
Wholesale - Yes
Permit #5031 for:
Ceramics

Barrett Alaskan Images

Peter Barrett
Douglas 364-2523
peterabarrett@hotmail.com
Wholesale - Yes
Permit #5032 for:
Limited Edition Alaskan Scenic
And Wildlife Photography

Sculpt Alaska

Bob Koenitzer
Juneau 789-0874
bkoenitz@gci.net
Wholesale - Yes
Permit #5033 for:
Stone Sculptures-Bowls, Dishes,
Masks, Animals & Abstract
Permit #5034 for:
Wood Carvings-Masks, Paddles,
Bowls, Boxes & Spoons

Alaska Soapery

Erica Nold
Anchorage 354-1623
enold@mtaonline.net
Wholesale - Yes
Permit #5035 for:
Handmade Soap

JC Reed's Enterprises

Colleen Reed
North Pole 488-3956
colleenreed@gci.net
Wholesale - Yes
Permit #5036 for:
Alaska Notecards & Art Prints

Cranberry Ridge Soap Works

Rhonda Shaul
Palmer 745-3470
drmbj@matnet.com
http://www.geocities.com/
cranberryridgesoapworks
Wholesale - Yes
Permit #5037 for:
Handmade Soaps, Soap Samplers,
Lotions Bars & Salves. Our Pack-
aging Reflects Alaska!

Sea Dreams Designs

Debra Robidou
Sitka 747-3831
djrobidou@hotmail.com
http://www.seadreamsdesigns.com
Wholesale - Yes
Permit #5038 for:
Fine Art Including Greeting Cards,
Prints And Original Art Work

Swan's Creations

Annie Swan
Palmer 746-0917
e.swan@gci.net
Wholesale - No
Permit #5039 for:
Carvings Of Animals On Antlers,
Baleen & Ivory

Blue Ice Design

Marg Halloran
Anchorage 522-9195
blueicedesign@alaska.com
Wholesale - Yes
Permit #5040 for:
Handmade Iceberg Soap

Buckwheat Slumber Catchers

Kimberly Watkins
Anchorage 522-2907
sk13199@msn.com
Wholesale - No
Permit #5041 for:
Buckwheat Hull Pillows

Cynthia's Soaps

Cynthis Wallesz
Petersburg 772-2680
cwallesz@hotmail.com
Wholesale - Yes
Permit #5042 for:
Soap-Oatmeal-Cinnamon,
Lavender, O-So-Sensitive
And Rosemary-Lemon

Nush Nek Nik Naxs

Frank Meinhardt
Soldotna 262-9801
Wholesale - Yes
Permit #5043 for:
Woodcrafts

Wall Calls

Eva Stormant
Anchorage 258-3145
wallcalls@alaska.com
http://www.wallcalls.com
Wholesale - No
Permit #5044 for:
Custom Framing
Permit #5045 for:
Original Artwork

Baranof Island Basket Company

Laura Ramp
Sitka 966-2955
ramp@ptialaska.net
Wholesale - No
Permit #5046 for:
Handmade Antler Baskets



Alaska Rose

Christine Mander
Ketchikan 247-4755
alaskatina@hotmail.com
Wholesale - No
Permit #5047 for:
Handcrafted Sterling Silver & 14K
Gold Jewelry With Gemstones,
Austrian Crystal, Mother of Pearl
& Abalone. Custom Work With
Unique Designs.

Island Studio

Evelyn Wiszinckas
Kodiak 486-6586
evelyn@ptialaska.net
Wholesale - Yes
Permit #5048 for:
5 x 7 Notecards

AKWA, Incorporated

Andrew Teuber
Kodiak 486-0277
akwainc@msn.com
http://www.akwa.net
Wholesale - Yes
Permit #5049 for:
Purified Bottled Water

Clay Critters

Linda Schwald & Linda Schwankl
Wasilla 376-0376
sschwald@mtaonline.net
Wholesale - Yes
Permit #5050 for:
Clay Critters Is An Assortment Of
Alaskan Animals In A Variety Of
Dishes, Jewelry & Home Décor
Items.

Raven Creations

Larry Amox
Kodiak 486-9496
Wholesale - Yes
Permit #5051 for:
Spirit Masks, Baskets & Paddles
Using Cottonwood, Driftwood
& Diamond Willow
Permit #5052 for:
Leather Purses, Pouches,
Necklaces, Baby Booties & Baby
Mukluks Using Calfskin, Moose,
Deer, Elk & Caribou With Some
Caribou & Deer Antlers

The Snowmans Secret

Windy Wisklund
North Pole 448-0603
waw79@hotmail.com
Wholesale - No
Permit #5053 for:
Handbags With Drawstring, Zipper
& Button Closures Ranging In
Sizes, Shapes & Colors
Permit #5054 for:
Polar Fleece Hats, Mittens,
Scarves, Vests, Jackets & Pullovers
Sold Individually Or In Sets

S. Wood Alexander

Sidney Wood
Palmer 746-4981
swood@wood-alaska.com
http://www.artist.savenue
@wood-alaska.com
Wholesale - No
Permit #5055 for:
Fine Art Prints Of Original
Alaskan Artwork

The Alaskan Candle Company

Satya Simmons
Fairbanks 455-4845
(866) 330-6575
satyasimmons@hotmail.com
http://www.alaskancandles.com
Wholesale - Yes
Permit #5056 for:
Alaskan Themed Scented Candles

Yukon Gold Dust

Mary La Fever
Anchorage 258-7002
marylafever@myexcel.com
http://www.alaskathebeautiful.com
Wholesale - Yes
Permit #5057 for:
CD's Of Alaska Flag's Song
Plus One Other.
Permit #5058 for:
Alaska Flag Posters &
Beautiful Alaska Posters

Nenana Creative Arts

Joseph Law
Anchorage 278-6748
Wholesale - No
Permit #5059 for:
Signs Of All Types

Log Cabin Creations

Krystie Depue
Eagle 547-2306
eagle123@ptialaska.net
Wholesale - Yes
Permit #5060 for:
Beaded Jewelry & Decorations

Wakefield Arts

Chris Wakefield
Wasilla 357-3993
ascpw2@uaa.alaska.edu
http://www.4loveofart.com
Wholesale - No
Permit #5061 for:
Alaska Wildlife Notecards

Yukon Wonders

Keith Clark
Fairbanks 490-2350
kclark@alaska.net
Wholesale - No
Permit #5062 for:
Alaskan Gold In A Bottle
Permit #5063 for:
Custom Fishing Lures For
Halibut & Salmon

ers March, April, May, June

Poorman Creek Custom Gold

Nugget Jewelry

James Conway

Palmer 745-3714

carole_leslie@yahoo.com

Wholesale - No

Permit #5064 for:

Bezel Pendants Or Earrings
With Small Nuggets

Weaving Works

Nancy Perry

Anchorage 345-0828

nancyp@alaska.com

Wholesale - Yes

Permit #5065 for:

Handwovens: Scarves & Shawls
To Wear Plus Throws, Pillow
& Linens For The Home
Permit #5066 for:
Hand-painted & Hand-dyed Silks,
Scarves & Sarongs

Slim's Alaska Fishing Lures

Terry Cole

Homer 235-1961

saf1@xyz.net

http://www.akfishinglures.com

Wholesale - Yes

Permit #5067 for:

Fisher-Lady Earrings-Handmade
Earrings That Resemble Fishing
Lures

Back Country Creations

Tammie Kerby

Palmer 841-5628

tammiekerby@moose-mail.com

Wholesale - Yes

Permit #5068 for:

Body Care Products, Castile Soap,
Lotion, Body Wash Bags, Bath Tea
Bags, Bath Salts, Milk Bath
& Foot Cream
Permit #5069 for:
American Indian Feathered
Headdresses Wall Hangings,
Fur & Feather Masks

Another Alaskan DoDad

Harry Walker

Anchorage 338-7288

akmedia@ak.net

Wholesale - Yes

Permit #5070 for:

Calendars, Notecards, Matted
Prints & Screensavers Containing
The Photos & Writings Of
Harry M. Walker

Reef Media

Teri Wilson

Ketchikan 225-1306

tj@reefmedia.net

http://www.reefmedia.net

Wholesale - Yes

Permit #5071 for:

Digital Postcards, Walking
& Driving Tours
Permit #5072 for:

Imprinted Promotional Items

Permit #5073 for:

Handcrafted Promotional Items
& Gifts

Red Thread Bath & Body

Leslie Ayres

North Pole 488-5734

redthread@alaska.com

Wholesale - No

Permit #5074 for:

Homemade Bath Salts-Made From
Sea Salt, Epsom Salt, Baking Soda
& Essential Oils

Thomas Cahill Designs

Candace Cahill

Skagway 983-6034

Wholesale - No

Permit #5075 for:

Sterling Silver Pendants,
Earrings, Rings & Bracelets,
Made From Custom Designs.

Forever Family Films

James O'Rear

Anchorage 644-4408

info@foreverfamilyfilms.com

http://www.foreverfamilyfilms.com

Wholesale - No

Permit #5076 for:

Slugman's Alaska-A Collection Of
Photographic Prints, Screensavers,
& Video-Slideshows On CD-
Rom/VHS Featuring Various
Sights Of Southcentral Alaska.

Wehnes & Sons

Thomas Wehnes

Juneau 789-4985

tomandevin@aol.com

Wholesale - Yes

Permit #5077 for:

Carved Tlinget Style Masks,
Paddles, Bowls, Halibut Hooks &
Other Traditional &
Non-Traditional Artwork From
Local Grown Cedar & Alder
Permit #5078 for:

Indoor/Outdoor Furniture Made
From Hardwoods, Alaskan Yellow
Cedar & Western Cedar

Creations by Tami

Tami Phelps

Anchorage 258-7080

tamijo@ptialaska.net

Wholesale - Yes

Permit #5079 for:

Handcolored Photography Made
Into: Custom Framed Pictures,
Beaded Fabric Pillows
& Notecards

The Quilted Kodiak

Amy Schwalber

Anchorage 336-6451

amy@quiltedkodiakgifts.com

http://www.quiltedkodiakgifts.com

Wholesale - Yes

Permit #5080 for:

Handcrafted Ornaments, Bears, &
Stockings, Made From Vintage
Quilts & Reutilized Fur.

Flavors of Alaska

Alan Kurczynski

Chugiak 688-2177

Wholesale - No

Permit #5081 for:

Handmade Alaska Wild Berry
Jams & Jellies

Alaskan Tidewater Crafts

Franklin & Linda Adams

Kasilof 262-3827

fadams@ptialaska.net

Wholesale - Yes

Permit #5082 for:

Handcrafted Necklaces, Bracelets,
Pins, Broaches, Pouches, Hairclips,
Earrings, & Free-form Artistic
Designs

Permit #5083 for:

Alaska Prints & Notecards;
Graphic Designs including Unique
Alaskan Logos, Letterheads
& Illustrations
Permit #5084 for:
Custom Photography Of Alaska
Wildlife, Flora, Landscapes
& Historic Places

Alaska Magic Metals

Rick Dilley

Houston 892-6763

mapmaker51@hotmail.com

Wholesale - Yes

Permit #5085 for:

Metal Art Work Like Alaska Pipe
Line Maps & Horn Carvings

Phillips Alaska Inc.

Dawn Patience

Anchorage 265-6134

http://www.phillips66.com

Wholesale - No

Permit #5086 for:

North Slope And Cook Inlet
Informational Publications

Greg Carpenter Carvings

Gregory Carpenter

Seward 224-7413

contactgreg@

gregcarpentercarvings.com

www.gregcarpentercarvings.com

Wholesale - Yes

Permit #5087 for:

Engraved & Painted Alaskan
Stone

Jackie Jones-Bailey

Collectables

Jackie Jones-Bailey

Ketchikan 247-1580

jbailey@kpunet.net

Wholesale - Yes

Permit #5088 for:

Handmade Kuspuk Doll Made
From Fabric, Wooden Heads &
Hands. Fabric Comes in Alaska
Prints, Blueberry Fabrics
& Holiday Patterns.

Northern Candle Lights

Richard Gonzales

Fairbanks 479-4929

northerncandlelights@goi.net

Wholesale - No

Permit #5089 for:

Quality Scented Container
Candles
Wholesale - No
Permit #5090 for:
Bath & Shower Gels
in Variety Of Fragrances
Permit #5091 for:
Body Lotions
in Variety Of Fragrances

Wilderness Wonders

Meriam Deutsche-Olson

Homer 235-9406

meriamdelerium@hotmail.com

Wholesale - Yes

Permit #5092 for:

Handmade Jewelry With Ivory,
Antler, Stone & Wire.
Hand-formed Beaded Chains
& Carved Ivory Pieces

Last Frontier Soaps N' Stuff

Dorlen Gasaway

Fairbanks 378-5261

akblondiee@gmail.com

www.lastfrontiersoapsnstuff.com

Wholesale - No

Permit #5093 for:

Body Care Products And Soaps



More...new permit holders. WELCOME

I'm Knot Krazy

Thomas Roberts
Anchorage 258-9777
elsanto.gci.net
Wholesale - Yes
Permit #5094 for:
Accessory Cord Knots For Using As
Key Chains & Zipper Pulls. Knots
Themselves Are Hand Made By
Owners

Alaskan Woobies

Jeanne Hayes
Kenai 283-0831
heyhayes@alaska.com
Wholesale - Yes
Permit #5095 for:
Alaskan Woobies Are Fine Quality
Flannel Baby Blankets

Greatland Laser, LLC

Kim O'Meara
Anchorage 245-4475
(866) 889-3425
kim.omeara@acsalaska.net
http://www.greatlandlaser.com
Wholesale - Yes
Permit #5096 for:
Rescue Laser Product Line. Hand-
held Nighttime Laser Signaling
Devices That Provide A Conven-
ient, Effective Way To Signal A
Rescue Party Up To 10 Miles Away

Alaska-Russian Far East Steering Committee

Jeff Berliner
Anchorage 269-8131
jeff_berliner@dced.state.ak.us
Wholesale - No
Permit #5097 for:
Conference Publications

Glass By Hanni

Hanni Kozler
Anchorage 272-2717
hanniglass@gci.net
Wholesale - Yes
Permit #5098 for:
Fused And Stained Glass

Brenda's Blossoms & Laurel Lights

Brenda Cofer
Kenai 283-1987
Wholesale - No
Permit #5099 for:
Handpainted Glass With
Handcrafted Candles Inside

Wadleigh Island Wonders

Maryanna Guse
Klawock 723-3543
Wholesale - Yes
Permit #5100 for:
Suncatchers-Hanging Crystals
Permit #5101 for:
Devil Club Soaps, Tonics & Lip
Balm

Alaska Cozy Pax

Stan Mitchell
Anchorage 563-5000
srm@alaska.net
Wholesale - Yes
Permit #5102 for:
Microwaveable Heat Packs

Alaska Wild Salmon

Mark Stopha
Douglas 463-3115
mark_stopha@yahoo.com
www.alaska-wild-salmon.com
Wholesale - Yes
Permit #5103 for:
Retort Pouches Of Alaska Seafood
Permit #5104 for:
Alaskan Salmon Dog Treats

Crystal Moon

Karen Housley
Auke Bay 789-9131
kfousley@aol.com
Wholesale - No
Permit #5105 for:
Contemporary Jewelry
Handcrafted With Precious Metals
& Various Types Of Beads

Beads By Sam

Sam Rose Palmatier
Anchorage 561-2583
samnmark@alaska.com
Wholesale - No
Permit #5106 for:
Beaded Jewelry: Earrings,
Pins & Barrettes

4 R Novelty

Thomas Ragsdale
Soldotna 260-6966
tom.ragsdale@att.net
Wholesale - Yes
Permit #5107 for:
Antler Earrings

Tlingit Creation's

M. Lorraine Cook
Skagway 983-2575
nechi@aptalaska.net
Wholesale - Yes
Permit #5108 for:
Native Wood Carvings, Paddles,
Totems & Halibut Hooks

The Write Stuff

Steve Van Sant
Palmer 745-2483
vansant1@mtaonline.net
Wholesale - No
Permit #5109 for:
Handcrafted Wooden Pens
& Pencils

Good Scents Soap And Such

Sharon Grant
Willow 495-7312
slgrant@gci.net
Wholesale - Yes
Permit #5111 for:
Toiletries-Soap & Solid Lotion Bars

Alaska Tides

Daniel Rosenbery
Craig 826-3606
danielee123@hotmail.com
Wholesale - Yes
Permit #5112 for:
Handcrafted Marine (Aquatic)
Figurines

The Great Alaska Soap Company

Gina St. Clair
Haines 766-3275
stclair@aptalaska.net
Wholesale - Yes
Permit #5113 for:
All Natural Body Car Products:
Lip Balm & Handcrafted Soap

Prince of Whales

Leslie & Shelia Yates
Craig 826-2864
Wholesale - Yes
Permit #5114 for:
Basket Weaving, Cedar Boxes,
Paddles & Drums

Blackwolf Woodworks & Creations. . .

Troy (TJ) Jones
Anchorage 522-1472
al_1_blackwolf@hotmail.com
Wholesale - No
Permit #5115 for:
Alaska Native "Koyukon Athabas-
kan" Crafts. Jewelry, Necklaces,
Chokers, Breast Plates & Bracelets

Naturally Alaskan

Julie Brennan
Delta Junction 895-5153
Wholesale - Yes
Permit #5116 for:
Homemade Herbal Bath & Body
Products. Cheekweed Lanolin
Salves, Vitamin E Creams, Soaps,
Lip Balms, Bath Salts, Fizzies, Salt
Scrubs & Oatmeal Almond Face
Scrubs

Birch Grove - Birch Syrup Prod- ucts

Trudy & Robert Carlson
Eagle River 696-0893
trudy@birch-grove.com
Wholesale - Yes
Permit #5117 for:
Birch Syrup, Candy, Fruit Syrups,
Birch Mustard And Much More!

The Moss Cache

Roberto Arreola
Anchorage 332-0556
Wholesale - No
Permit #5118 for:
Handpicked And Sun dried
Alaskan Moss For Packaging And
Gift Baskets

Ocra Woodworks

James Amos
Ketchikan 225-3408
Wholesale - No
Permit #5119 for:
Wood Sculptures Of
Alaska Wildlife

Alpenglow Skin Care

Susan Houlihan
Anchor Point 235-1412
alpenglowskincare@hotmail.com
Wholesale - Yes
Permit #5120 for:
Alpenglow Skin Care Products Will
Awaken Your Sense Of Smell And
Give Your Skin A Radiant Glow!

Blue Bonsai

Suzanne Rouse
Palmer 746-4283
(888) 756-4283
info@bluebonsai.com
http://www.bluebonsai.com
Wholesale - Yes
Permit #5121 for:
Fresh Roasted Coffee

C-Shell/Alaska

Carole Taylor
Ketchikan 225-3751
cshell@ptialaska.net
Wholesale - No
Permit #5122 for:
Christmas Ornaments
Made From Seashells

Bull Moose Barbecue Company

Michael Russo, Sr.
Fairbanks 479-2324
mjrusso@gci.net
Wholesale - No
Permit #5123 for:
Barbecue Sauce

Alaska Fine Arts Gallery

Mendola Laura
Anchorage 248-7763
Wholesale - Yes
Permit #5124 for:
One of A Kind Glass Art



The Right Display Makes or Breaks Trade and Craft Show Sales

By Kristie Sherrodd, Sound Strategies Marketing Services, Sitka, AK

Displaying your product to its best advantage is always a high priority because 60% to 70% of craft and trade show purchases are unplanned. It takes about four seconds for a show attendee to walk past a 10' booth. You have that much time to

1. Catch their attention
2. Tell them who you are
3. Show them what you are selling

The tips that follow can help you make sure your product display helps rather than hinders your sales.

First and foremost, *never* think in terms of "renting a table," even when a show promoter says that is what you are doing. Use the entire space available to you, floor to ceiling. It is especially important to know that the most profitable display area is 48 to 68 inches above the floor, *not* a 32 -inch high table top.

Display as much merchandise as possible at eye level, or no lower than waist height and no higher than 6½ feet. Shoppers hate bending over, and the average tabletop display requires them to do so. Keep this in mind, and only use a table top for items that are designed to be viewed from above.

Use different levels. This creates visual interest and helps customers see individual items.

Avoid putting anything smaller than furniture on or near the floor. Baskets of small items set on the floor look like "bargain bins." Customers often stoop only if they think they'll find a "deal."

Think about your display from the approaching customer's vantage point. Very few customers approach "head on." Most walk by at 90° to the booth, so position signs and shelving to catch the eye from that angle. Also, be aware of how things like empty boxes stacked under tables or a fire extinguisher that happens to be located on the wall behind your booth can detract from your display.

Design your display to match the quality and image of your products, and use color and pattern wisely. Always consider how well your product stands out against any color or pattern. Display fixtures and draping should never out-compete your products for attention. Mom's hand-embroidered tablecloth is surely beautiful, but if you display your products against it will customers notice the tablecloth or the products?

For every show, find out beforehand the color of provided draping, booth partitions and venue carpeting. A primarily red booth display may seem like just the ticket until you arrive at a show to unexpectedly find Kelly green carpet and draping. Suddenly your booth looks like a Christmas display, even in July.

Use signage liberally. Make sure it is eye-catching, visible from a crowded aisle, and always at eye level or

above. Letters should be at least one-inch high for every three feet away your expect customers to stand. Good signage can increase the perceived value of your products, so never use hand-lettered, wrinkled or dog-eared signs.

Arrange tables and other fixtures so your booth is inviting and relieves customer hesitation about entering "your" space. A table positioned across the front of a booth as barrier between seller and customer is seldom a good layout. Arrange fixtures so customers can enter your booth and shop out of the way of those walking by. Being jostled or bumped makes customers uncomfortable, and compels them to move away.



Good lighting is essential, and the ambient lighting at many show locations is poor. Well-lighted product displays attract attention and often pay for themselves after only one or two shows.

Mirrors are almost always a positive addition to a display because people walking by a mirror usually slow down. Mirrors are essential if you have merchandise that can be tried on or held up to the body for inspection.

If your merchandise needs to be touched, played with, smelled or tasted, make sure it is easy for the customer to do so. Possession starts before payment is made. It begins once a customer's senses latch onto an object.

Make sure your booth is functional. It should be easy to make a purchase in, easy to make sales in and easy to keep an eye on. Always allow for a clear space for paying customers to set a purse or shopping bag. Provide a firm surface for them to write checks and sign credit cards slips.

Design your space so staff can step out of shoppers' way. Make sure the booth floor is carpeted, especially when selling breakable items. Provide a secure location for cash and receipts, an area to wrap or bag purchases, and a designated place to stash business cards, notes for post-show follow-up, receipt books, etc.

Booth design should also make it easy to keep an eye on merchandise, both to see when it is time to restock and to watch for shoplifters.

Finally, don't design a display that is too fussy. Objects too artfully arranged say, "Don't touch me. Don't buy one of these. You will ruin the display."

More New Permit Holders

In U Designs

Tony Milionta
Kenai 283-4824
tony.milionta@acsalaska.net
Wholesale - Yes
Permit #5125 for:
Cases, Bags, Carrying Cases And
Totes

Wendels Wood Works

Wendels Korman
Cooper Landing 224-5737
magnetude@pci.net
Wholesale - Yes
Permit #5126 for:
Woodcraft/Woodcarving Of
Natural Scenes & Realistic
Animals In Varied Data

Cheryl Ess Sweet Seeds Kitchen

Cheryl Ess
Wasilla 376-0415
Wholesale - Yes
Permit #5127 for:
Granola And Cookies

Northern Log & Lumber

Patricia Jones
Wasilla 373-3887
rjones@mtaonline.net
www.northernlogandlumber.com
Wholesale - Yes
Permit #5128 for:
Log Railing, Lumber Sales,
Home & Cabin Packages

Outta Da Bush

Nancy Crowden
Willow 352-3866
outtadabush@yahoo.com
Wholesale - Yes
Permit #5129 for:
One-Of-A-Kind Handcrafted
Wooden Miniature Dog Sleds,
Miniature Snowshoes & Various
Miniature Wooden Products

Wolf Country USA

Gail Schuster
Palmer 745-0144
schuster@wolfcountryusa.com
http://www.wolfcountryusa.com
Wholesale - Yes
Permit #5130 for:
Cottonwood Clocks
With Wildlife Drawings
Permit #5131 for:
Beaded Earrings & Moose
Nugget Jewelry
Permit #5132 for:
Oil Painted Wooden Magnetics

Reese Company

Loyd Reese
Anchorage 350-0049
loydreese@yahoo.com
Wholesale - Yes
Permit #5133 for:
Removable Universal Ladder
& Light Duty Utility Rack
For Your Pickup

SITKA TRADE MARKET 2002



Artisans' and Manufacturers' Symposium

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Sitka Business Incubator, a project of
the WORKFORCE DEVELOPMENT CENTER
303 Lincoln Street, Suite 3
Sitka, Alaska 99835



Alaska Manufacturers' Association
3380 C Street, Suite 100
Anchorage, Alaska 99503



Greater Sitka Chamber of Commerce
329 Harbor Drive, Suite 209
Sitka, Alaska 99835

The Sitka Trade Mart is now an annual event and the 2002 Mart will be held Thursday, October 24th through Sunday, October 27th in Sitka's Harrigan Centennial Hall. Application deadline is Saturday, August 31st. All Made In Alaska permit holders are eligible to apply. Vendors selling high quality handcrafts, fine art and all types of Alaska made products will be given priority. Vendors selling other items will be admitted on a space available basis only. Applications will be juried. Notice of application status will be mailed by September 10th. There is no jury fee and those who are not accepted, if any, will have their checks returned. Booth fee for a standard 12' wide x 6' deep booth is \$170.00. Other sizes and options are available. Booths may be shared.

Schedule of Events

Thursday, October 24th

8:30 AM — Registration & Introduction

9:00 AM — Seminar "If they Come, Will They Buy?" with Fran Seeley of Portland, Maine. Ms. Seeley is a 20-year veteran of craft and trade show selling. She also collaborated with author Phil Kadubec on his book *"Crafts and Crafts Shows: How To Make Money"*.

1:50 PM — Vendor Booth Set-up

Friday, October 25

9-11:00 AM — "Spend More Time Making More Money" by Brian Johnson, Director of the Juneau Economic Development Council.

Noon— 6 PM Trade Market Open to the Buying Public

Saturday, October 26th

9AM to 5PM Trade Market Open to the Buying Public

Sunday, October 27th

10AM—3 PM Trade Market Open to the Buying Public

To register or for information contact:
Sitka Business Incubator, 303 Lincoln Street,
Suite 3, Sitka, AK 99835. 907-747-7593

WHY NOT?

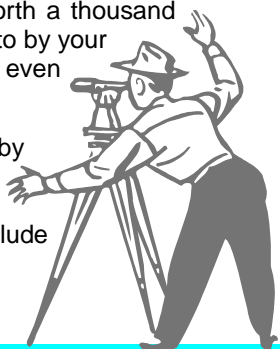
<http://www.madeinalaska.org/mia>

Have you sent us a product photo to place beside your listing in the Made In Alaska website? No? Why Not?

More and more people use the web to locate a product and a picture is worth a thousand words. Placement of a photo by your listing is FREE...we will even scan the photo for you.

Just send your .jpeg file by email or on disk or a photo or a slide to Made In Alaska. Make sure you include your permit number.

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